

Degree	Type	Year
Tourism Management in Cultural Heritage	OB	1

## Contact

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## Teachers

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

There are no prerequisites

## Objectives and Contextualisation

The objective of this module is to allow students to adapt artistic discourses to the new proposals of cultural tourism heritage and specifically to the relationship between the different styles and artistic manifestations and the new trends cultural tourism. The artistic variety must allow students to explore new ways of incorporating those components that integrate it and that are not yet part of this tourist offer. In addition, it will mean for the student an awareness, on the one hand, of a qualified approach to the revaluation, recovery, conservation and preservation of heritage elements and, on the other hand, to understand art as an essential factor for the development local, national and international economic activity from the perspective of a respectful and sustainable tourism activity using standardized criteria.

## Competences

- Analyse different cultural projects of public and private institutions in relation to cultural heritage for tourism.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Create multilingual expositive discourses interrelating the tourist content of cultural heritage with the arts and humanities.
- Design tourist products adapted to regional spaces using both tangible and intangible cultural heritage resources.
- Promote the use and management of heritage resources as a tourist product.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work both individually and in interdisciplinary teams.

## Learning Outcomes

1. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
2. Design artistic-based tourist project for heritage sites.
3. Distinguish between the different institutional focuses in defining the object of study of artistic cultural heritage.
4. Plan performed, virtual or mapping activities in heritage spaces to make the tourist experience more dynamic.
5. Present the concepts of art history which allow the design of new intercultural tourist projects.
6. Propose and describe forms which relate heritage sites and art with tourist strategies for local, national and international development.
7. Select the most appropriate technological application to make a heritage resource culturally dynamic.
8. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
9. Use group dynamics and communication techniques for team work and social participation in the promotion of the use of artistic heritage.
10. Work both individually and in interdisciplinary teams.

## Content

In this way the main contents refer to:

- Both architecture (urbanplanning) and tourism: The territory, the architectural history and the relationship with tourism, the architectural work as a tourist reference. Constructive materials as an element of tourist attraction. Graphic and industrial design as a potential component of the tourist offer.
- Like art, museums and tourism promotion: The current panorama of museums and their function as more than just cubicles of artistic works. The tourist treatment of museums and artistic heritage.
- As well as the interpretation as a mediator of culture in heritage spaces, whether civil or religious buildings, interpretation centres, museums and/ or foundations, among other spaces: Value for the most noteworthy elements of such spaces, as well as the management and use of group dynamics and communication techniques for the promotion of artistic heritage. Universal accessibility a new concept applicable to all types of audiences
- Not forgetting the projects and artistic manifestations as a component or potential component of the tourist offer: music, theatre and cinema. Music as a component or potential component of the heritage tourist offer. Location and globalization, the musical reality and the existing offer, the recovery of music, the performing arts as axes for new heritage tourism activities. Cinema as a tourist resource, movies and series with more impact, theaters as spaces of heritage tourist activity.
- Being the tourist destinations of art, the works and their artists, the new technological applications related to the heritage and the presence of artists as an added value in heritage tourist destinations.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	26	1.04	3, 5, 6, 7, 8, 9
Type: Supervised			
Oral Presentations, Works	23.5	0.94	2, 4, 7, 10, 9
Workshop	22	0.88	2, 5, 4, 6, 8, 10, 9
Type: Autonomous			
Study	72.5	2.9	3, 4, 6, 1, 7, 10, 9

The teaching methodologies to be used in this module will be a combination of:

- Exhibition classes
- Classroom and out-of-the-classroom practices
- Visits to cultural management companies, fieldwork outings\*
- Tutorials
- Reading articles, reports and books of interest
- Personal study

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendace and active participation	20%	0	0	5, 6, 7, 8, 10, 9
Oral Presentations, Works	35%	4	0.16	2, 4, 1, 7, 10, 9
Synthesis tests	10%	2	0.08	3, 5, 6, 1
Works delivery	35%	0	0	3, 2, 5, 6, 7, 8, 10, 9

The evaluation system is based on:

- Obligation of classroom assistance with a minimum of 80% and active participation
- Work Delivery
- Oral Defence of the Works
- Synthesis Tests

## Bibliography

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Verdú González (2016). Estrategias y recursos para la integración del patrimonio y los museos en la educación forma. Murcia. Ediciones de la Universidad de Murcia.

## Software

At Moodle Platform

## Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	afternoon